**One Page PhD Policy Pitch Competition Participant Name:**

*Evaluation Rubric*

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| **Criteria** | **Excellent (5 points)** | **Good (4 points)** | **Fair (3 points)** | **Poor (2 points)** | **Unsatisfactory (1 point)** |
| *Clarity of Message* | Submission is exceptionally clear, concise, and effectively communicates its policy implications. | Submission is clear and mostly concise, with minor areas of confusion. | Submission is somewhat clear but lacks conciseness or clarity in some sections. | Submission is unclear and difficult to follow. | Submission is incomprehensible or lacks a coherent message. |
| *Relevance to Public Policy* | Submission demonstrates a deep understanding of current public policy matters and effectively addresses relevant issues. | Submission addresses relevant public policy matters but lacks depth or thorough analysis. | Submission discusses some public policy matters, but fails to make strong connections or relevance | Submission addresses irrelevant or outdated public policy matters. | Submission does not address any relevant public policy matters. |
| *Feasibility and Implementation Potential* | Submission provides a well-reasoned and practical plan with clear steps for implementation. | Submission outlines a feasible plan with some implementation strategies but lacks thoroughness. | Submission presents a somewhat feasible plan but lacks a clear implementation strategy. | Submission proposes a plan that is impractical or unrealistic. | Submission lacks any feasible plan or implementation strategy. |
| *Engagement of Non-specialist Demographic* | Submission effectively engages a non-specialist audience through clear language and relatable examples. | Submission engages a non-specialist audience but may include some jargon or complex language. | Submission attempts to engage a non-specialist audience but may be difficult for some to understand. | Submission fails to engage a non-specialist audience and is overly technical or specialized. | Submission does not consider the needs or interests of a non-specialist audience. |
| Points Awarded: |  |  |  |  |  |

***University Graduate Studies & Postdoctoral Affairs Office***

***University of Rochester Total Points Awarded: /20***